IN THE CLAIMS

1.   (currently amended) A method of personalizing information presented at a host web site comprising:

assigning a unique ID to each device among a plurality of devices used for presenting the personalized information;

using the host web site for obtaining personal data about a user during a visit to the host web site;

after the host web site obtains the personal data about the user, using the host web site for monitoring the content of information viewed by the user while the user visits other web sites; and

during a subsequent visit by the user to the host web site, personalizing the information presented to the user, wherein the host web site modifies the content of the information presented to the user based upon the unique ID of the device used to access the host web site, the personal data obtained about the user and the content of the other web sites visited by the user, wherein the content of the information presented to the user is different for each unique ID assigned to each device among the plurality of devices.

2.   (original)   The method as claimed in claim 1, wherein the content of the information presented to the user during the subsequent visit to the host web site is related to the personal data obtained from the user.

3.   (original)   The method as claimed in claim 1, further comprising obtaining authorization from the user to monitor the other web sites visited by the user.

4.   (original)   The method as claimed in claim 1, further comprising:

placing a cookie on a hard disk of the user; and

recording the personal data about the user and the content of the other web sites visited by the user on the cookie.

5.   (original)   The method as claimed in claim 4, further comprising retrieving from the cookie the personal data of the user and the content of the other web sites visited by the user.

6.   (original)   The method as claimed in claim 5, wherein the personal data of the user and the content of the other web sites visited by the user are retrieved from the cookie during each subsequent visit to the host web site.

7.   (original)   The method as claimed in claim 2, further comprising continuously updating the content of the information presented to the user during each subsequent visit to the host web site, wherein the content of the information is updated in response to any changes in the personal data for the user or in the content of the other web sites visited by the user.

8.   (original)   The method as claimed in claim 1, wherein the content of the other web sites visited by the user includes the URL addresses of the visited web sites.

9.   (original)   The method as claimed in claim 1, wherein the content of the other web sites visited by the user includes the length of time spent viewing the other web sites.

10.   (original)   The method as claimed in claim 1, wherein the content of the other web sites visited by the user includes the number of times the user visits each of the other web sites.

11.   (original)   The method as claimed in claim 1, wherein the content of the other web sites visited by the user includes any applets that are downloaded from the other web sites visited by the user.

12.   (original)   The method as claimed in claim 1, further comprising presenting the personalized information on a device selected from the group consisting of personal computers, a laptop computer, set top boxes, wireless phones, pagers and personal digital assistants.

13.   (original)   The method as claimed in claim 1, wherein the personal data about the user includes any information used to identify the user as a unique individual.

14.   (original)   The method as claimed in claim 13, wherein the personal data includes the user's name, address, zip code, occupation, phone number, education level, income, marital status, citizenship, home ownership status, age and health.

15.   (currently amended) A method of personalizing information presented to a user of a host web site comprising:

assigning a unique ID to each device among a plurality of devices used for presenting the personalized information;

using the host web site for collecting identifying data about the user during a first visit to the host web site;

after the host web site collects the identifying data, using the host web site for monitoring the content of information viewed by the user while the user visits other web sites; and

during a subsequent visit by the user to the host web site, personalizing the information presented to the user, wherein the host web site modifies the content of the information presented to the user based upon the unique ID of the device used to access the host web site, the identifying data collected about the user and the content of the other web sites visited by the user, wherein the content of the information presented to the user is different for each unique ID assigned to each device among the plurality of devices.

16.   (original)   The method as claimed in claim 15, further comprising:

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placing a cookie on a hard drive of the user;

recording information related to the identifying data of the user and the content of the other web sites visited by the user on the cookie.

17. (original)   The method as claimed in claim 16, further comprising during each subsequent visit to the host web site, transferring the information recorded on the cookie to the host web site.

18. (original)   The method as claimed in claim 17, further comprising continuously updating the information recorded on the cookie.